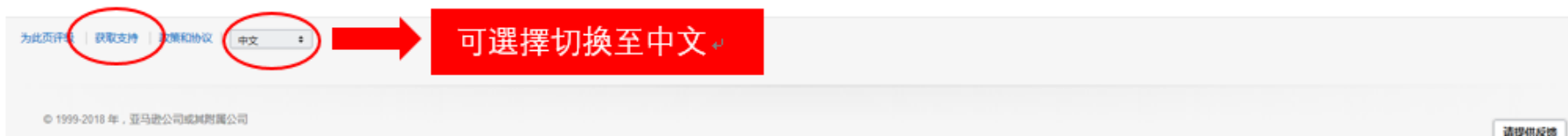


# 教學資源與線上客服

# 註冊流程中


- 註冊過程中遇到任何問題，可在註冊頁面點擊左下方“獲取支持”與賣家支持取得聯繫。



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# 註冊完成後

## 問題查詢: 輸入相關關鍵字



The screenshot shows the top navigation bar of the Amazon Seller Central interface. The search bar in the top right corner contains the text "buy box" and is highlighted with a red rectangular box. A large red arrow points from the left towards this search bar. The navigation bar also includes the Amazon Seller Central logo, a language selector (set to US), the URL "www.amazon.com", and links for "Messages", "Help", and "Settings". Below the navigation bar, the main content area displays the "Help" section for "Become Buy Box eligible".

**Help**

[Help: Manage Inventory](#) · [Get started](#) · [How the Buy Box works](#) · [Become Buy Box eligible](#)

### Become Buy Box eligible

**What is the Buy Box?**

The Buy Box is the display on a product detail page with the **Add to Cart** button that customers can use to add items to their shopping carts. When one of your listed items appears as the default on the product page, you "win" the Buy Box, increasing your chances of selling that item.

**Note:** Becoming eligible to win the Buy Box doesn't guarantee that you will win it; that said, there are a few things you can do to increase your chances. To learn more, see [Winning the Buy Box](#).

**How can I become eligible?**

If you're a Fulfillment by Amazon (FBA) seller, you're automatically eligible to win the Buy Box. If you're not, you must meet all of the conditions listed below. Amazon does not guarantee placement in the Buy Box.

- Type of selling account:** You must have a professional account. Here's how you can [upgrade](#).
- Metrics:** Your **Order Defect Rate**, **Cancellation Rate**, and **Late Shipment Rate** are metrics that determine eligibility—the better you perform, the higher your chances are of becoming Buy Box eligible. You can see how you're doing on the [Account Health](#) page.
- Order volume:** So that Amazon can accurately assess your performance, we require that you have sufficient order volume (which varies among categories).

**How do I check if my items are eligible?**

You can find out if any of your items are eligible for the Buy Box:

- First, ensure seller eligibility (see above).
- In Seller Central, go to your [Manage Inventory](#) page and then click **Preferences**.
- Select **Buy Box Eligible**, and at the bottom of the page, click **Save Changes**.

The **Buy Box Eligible** column will display the status for each of your ASINs.

**Was this article helpful?**

Yes  
 No

**Related Topics**

- [Become Buy Box eligible](#)
- [Buy Box product placement](#)
- [Winning the Buy Box](#)

**More ways to get help**

Visit the [Seller Forums](#) to get help from other sellers:  
[Ask other sellers](#)

Or get help from Amazon:  
[Contact Seller Support](#)

Rate this page | [Get support](#) | [Policies and Agreements](#) | English ▾

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# 問題查詢：點選答案

可隨時於此切換成中文

The screenshot displays the Amazon Seller Central interface. At the top, the navigation bar includes the Amazon Seller Central logo, a search bar, and a language dropdown menu set to "English". Below the navigation bar, there are tabs for PROFILE, JOBS, CATALOG, INVENTORY, PRICING, ORDERS, ADVERTISING, STOREFRONT, REPORTS, and PERFORMANCE. The main content area is titled "Become Buy Box eligible" and contains several sections: "What is the Buy Box?", "How can I become eligible?", and "How do I check if my items are eligible?". On the right side, a search results panel is visible, showing search results for "buy box". The first result is "Winning the Buy Box" with a play button icon, which is highlighted with a red box. A red arrow points from the "English" dropdown menu to the search results panel, and another red arrow points from the text "在右欄找到對應的答案並點選" to the highlighted result.

amazon seller central

www.amazon.com English

PROFILE JOBS CATALOG INVENTORY PRICING ORDERS ADVERTISING STOREFRONT REPORTS PERFORMANCE

Service Locations

Help: [Manage Inventory](#): [Get started](#): [How the Buy Box works](#): [Become Buy Box eligible](#)

## Become Buy Box eligible

### What is the Buy Box?

The Buy Box is the display on a product detail page with the **Add to Cart** button that customers can use to add items to their shopping cart. When the Buy Box appears as the default on the product page, you "win" the Buy Box, increasing your chances of selling that item.

**Note:** Becoming eligible to win the Buy Box doesn't guarantee that you will win it; that said, there are a few things you can do to increase your chances. [Winning the Buy Box](#).

### How can I become eligible?

If you're a Fulfillment by Amazon (FBA) seller, you're automatically eligible to win the Buy Box. If you're not, you must meet all of the conditions listed below to guarantee placement in the Buy Box.

- Type of selling account:** You must have a professional account. Here's how you can [upgrade](#).
- Metrics:** Your [Order Defect Rate](#), [Cancellation Rate](#), and [Late Shipment Rate](#) are metrics that determine eligibility—the better you perform, your chances are of becoming Buy Box eligible. You can see how you're doing on the [Account Health](#) page.
- Order volume:** So that Amazon can accurately assess your performance, we require that you have sufficient order volume (which varies by product category).

### How do I check if my items are eligible?

You can find out if any of your items are eligible for the Buy Box:

## Search Results

Include forum answers

### Become Buy Box eligible

What is the Buy Box? The Buy Box is the display on a product detail page with the Add to Cart...

### Winning the Buy Box

Get some tips for competing to win the Buy Box... in Seller University

### Amazon Buy Box Overview

Understand how the Amazon Buy Box works and how you can become eligible to win it... in Seller University

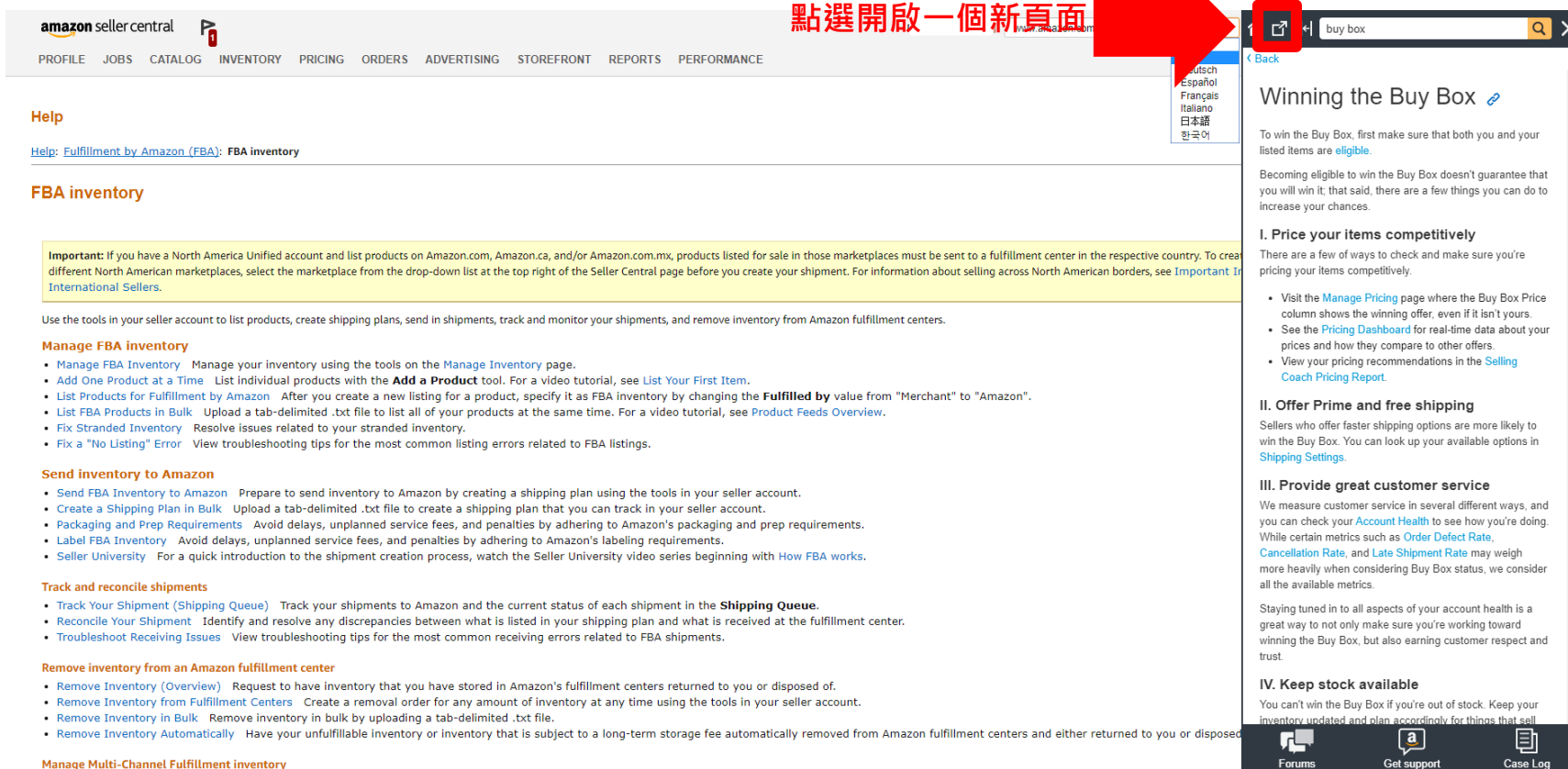
### Winning the Buy Box

To win the Buy Box, first make sure that both you and your listed items are eligible. Becoming... in Manage Inventory > ... > How the Buy Box works

Forums Get support Case Log

在右欄找到對應的答案並點選

# 問題查詢： 將顯示結果開啟另一個新的頁面



The screenshot shows the Amazon Seller Central interface. At the top, there is a navigation bar with the Amazon Seller Central logo and various menu items: PROFILE, JOBS, CATALOG, INVENTORY, PRICING, ORDERS, ADVERTISING, STOREFRONT, REPORTS, PERFORMANCE. Below this is a 'Help' section with a link to 'Fulfillment by Amazon (FBA): FBA inventory'. The main content area is titled 'FBA inventory' and contains several sections of text and links. A red arrow points to the search button in the top right corner of the page, which is labeled 'buy box'. The search results on the right side of the page show the title 'Winning the Buy Box' and several sections of text, including 'I. Price your items competitively', 'II. Offer Prime and free shipping', 'III. Provide great customer service', and 'IV. Keep stock available'. The bottom of the page has a navigation bar with icons for 'Forums', 'Get support', and 'Case Log'.

amazon seller central

PROFILE JOBS CATALOG INVENTORY PRICING ORDERS ADVERTISING STOREFRONT REPORTS PERFORMANCE

Help

Help: [Fulfillment by Amazon \(FBA\): FBA inventory](#)

## FBA inventory

**Important:** If you have a North America Unified account and list products on Amazon.com, Amazon.ca, and/or Amazon.com.mx, products listed for sale in those marketplaces must be sent to a fulfillment center in the respective country. To create a different North American marketplace, select the marketplace from the drop-down list at the top right of the Seller Central page before you create your shipment. For information about selling across North American borders, see [Important Information for International Sellers](#).

Use the tools in your seller account to list products, create shipping plans, send in shipments, track and monitor your shipments, and remove inventory from Amazon fulfillment centers.

### Manage FBA inventory

- [Manage FBA Inventory](#) Manage your inventory using the tools on the [Manage Inventory](#) page.
- [Add One Product at a Time](#) List individual products with the [Add a Product](#) tool. For a video tutorial, see [List Your First Item](#).
- [List Products for Fulfillment by Amazon](#) After you create a new listing for a product, specify it as FBA inventory by changing the **Fulfilled by** value from "Merchant" to "Amazon".
- [List FBA Products in Bulk](#) Upload a tab-delimited .txt file to list all of your products at the same time. For a video tutorial, see [Product Feeds Overview](#).
- [Fix Stranded Inventory](#) Resolve issues related to your stranded inventory.
- [Fix a "No Listing" Error](#) View troubleshooting tips for the most common listing errors related to FBA listings.

### Send inventory to Amazon

- [Send FBA Inventory to Amazon](#) Prepare to send inventory to Amazon by creating a shipping plan using the tools in your seller account.
- [Create a Shipping Plan in Bulk](#) Upload a tab-delimited .txt file to create a shipping plan that you can track in your seller account.
- [Packaging and Prep Requirements](#) Avoid delays, unplanned service fees, and penalties by adhering to Amazon's packaging and prep requirements.
- [Label FBA Inventory](#) Avoid delays, unplanned service fees, and penalties by adhering to Amazon's labeling requirements.
- [Seller University](#) For a quick introduction to the shipment creation process, watch the Seller University video series beginning with [How FBA works](#).

### Track and reconcile shipments

- [Track Your Shipment \(Shipping Queue\)](#) Track your shipments to Amazon and the current status of each shipment in the [Shipping Queue](#).
- [Reconcile Your Shipment](#) Identify and resolve any discrepancies between what is listed in your shipping plan and what is received at the fulfillment center.
- [Troubleshoot Receiving Issues](#) View troubleshooting tips for the most common receiving errors related to FBA shipments.

### Remove inventory from an Amazon fulfillment center

- [Remove Inventory \(Overview\)](#) Request to have inventory that you have stored in Amazon's fulfillment centers returned to you or disposed of.
- [Remove Inventory from Fulfillment Centers](#) Create a removal order for any amount of inventory at any time using the tools in your seller account.
- [Remove Inventory in Bulk](#) Remove inventory in bulk by uploading a tab-delimited .txt file.
- [Remove Inventory Automatically](#) Have your unfulfillable inventory or inventory that is subject to a long-term storage fee automatically removed from Amazon fulfillment centers and either returned to you or disposed of.

### Manage Multi-Channel Fulfillment inventory

# 問題查詢： 將頁面顯示結果改中文方便閱讀



The screenshot shows the Amazon Seller Central website. At the top, there is a navigation bar with the Amazon Seller Central logo and various menu items like PROFILE, JOBS, 目录, 库存, 定价, 订单, 广告, 店铺, 数据报告, 绩效. A red arrow points to a language dropdown menu in the top right corner, which is currently set to '中文'. Below the navigation bar, the main content area displays the 'Help' section for '赢得购买按钮' (Win the Buy Button). The page is in Chinese. On the right side, there is a sidebar with a survey question '此页面对您是否有帮助?' (Is this page helpful to you?), a '相关主题' (Related topics) section with links to '获取购买按钮资格', '“购买按钮”商品配置', and '赢得购买按钮', and a '获得帮助' (Get help) section with a link to '访问卖家论坛获得其他卖家的帮助' (Visit the seller forum for help from other sellers) and a '联系卖家支持' (Contact seller support) button. At the bottom of the page, there is a footer with a rating link '为此页评级', a support link '获得支持', a policy link '政策和协议', a language dropdown menu, and the text 'PhoebeChang | © 1999 - 2017 Amazon.com, Inc. or its affiliates'.

amazon sellercentral PROFILE JOBS 目录 库存 定价 订单 广告 店铺 数据报告 绩效 將頁面顯示為改為「中文」 中文 搜索 买家消息 | 帮助 | 设置

帮助

Help: 管理库存 | 入门: 购买按钮如何运作: 赢得购买按钮

## 赢得购买按钮

要赢得购买按钮，首先确保您和您发布的商品具有相应资格。

即使您取得了相应资格，也不能保证您能赢得购买按钮。即便如此，您也可以采取几项措施，提高您赢得购买按钮的几率。

- 1. 为您的商品制定具有竞争力的价格**  
您可以按照以下几种方式检查并确保您的商品价格具有竞争力。
  - 访问管理定价页面，页面上的“购买按钮价格”列会显示赢得购买按钮的报价（即使该报价不是您的）。
  - 查看定价助理，了解实时商品价格数据及其与其他报价的对比情况。
  - 在销售指导价报盘中查看推荐定价。
- 2. 提供 Prime 和免费配送服务**  
提供加快配送选项的卖家更有可能赢得购买按钮。您可以在**配送设置**中查找您可用的选项。
- 3. 提供一流的客户服务**  
我们采用几种不同的方式来评估客户服务，您可以通过查看您的**账户状况**来了解自己的情况。在评估卖家是否具备获取购买按钮的资格时，虽然**订单缺陷率**、**取消率**和**迟发率**等部分指标可能会占据较大比重，但我们也会全面考虑现有的各项指标。随时关注账户状况的各个方面，这不仅有利于确保您逐步获得竞争购买按钮的资格，也有助于您获得买家的尊重和信任。
- 4. 保持库存有货**  
如果缺货，您将不能赢得购买按钮。持续更新库存，并为快速售出的商品制定相应规划。  
[亚马逊销售指导](#)可向您显示库存最低和缺货提醒，让您实时了解何时应补货。

**其他选项（如果您未赢得购买按钮）**  
没有赢得购买按钮的商品有资格放置在**更多卖家报价**中（但请注意，亚马逊不保证这些位置中商品的放置）。

此页面对您是否有帮助？

是  
 否

相关主题

- 获取购买按钮资格
- “购买按钮”商品配置
- 赢得购买按钮

获得帮助

访问**卖家论坛**获得其他卖家的帮助！

[咨询其他卖家](#)

或通过以下方式获得亚马逊的帮助：  
[联系卖家支持](#)

为此页评级 | 获得支持 | 政策和协议 | 中文

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# 賣家後台客服支援

進入賣家後台, 並點擊右上角 "Help"



amazon seller central



www.amazon.com

English

Search



Messages

Help

Settings

Catalog Inventory Pricing Orders Advertising Stores Reports Performance Appstore B2B

## Your Orders

...

Pending	0
Premium unshipped	0
Unshipped	0
Return requests	0
In last day	0
In last 7 days	0

[View your orders](#)

## Performance

...

Buyer Messages	0
A-to-z Guarantee claims	0
Chargeback claims	0

## Buyer Messages

**FEEDBACK** Waiting for response (In the last 7 days)

## News

...

### Spotlight: Amazon Launchpad Program

Finding the right services and tools to market and sell products has always been a challenging task for new businesses. Amazon Launchpad can help you jump-start your business on Amazon by showcasing your new and emerging products to millions of Amazo...

### More news

[Dive into customer reviews on the Brand Dashboard](#)  
[Improved Add a Product and Edit Product workflows](#)

[See all recent news...](#)

## Amazon Selling Coach

...

Inventory

Pricing

Growth

Advertising

Fulfillment

### What type of products would you like to sell?

Enter your preferences below so we can help you discover popular products with few offers.

Show me product recommendations related to these brands:

Use semicolons to separate multiple brands

Show me product recommendations in these categories:

Antiques  
Apparel  
Appliances

## Payments Summary

...

There was a charge to your credit card \$41.99.

Balance **\$0.00**

[View Payments Summary](#)

## Manage Your Case Log

...

[View your case log](#)

## Sales Summary

...

Last updated 7/3/19 8:19:07 PM PDT

	Ordered product sales	Units
Today	\$0.00	0
7 Days	\$0.00	0
15 Days	\$0.00	0

# 點擊新視窗最下方中間 “Contact Us”

Help [Rate this experience](#) [Case log](#)

### Top solutions

**Check your account status**

Find out the current status of your account

**Determine why a listing is not displaying**

Troubleshoot why a listing is inactive or not searchable by customers.

**Manage Customer Feedback**

Learn when and how to request removal of customer feedback

**Request a product detail page change**

Update the title, description, bullets, image, etc.

**Troubleshoot product feed upload issues**

Resolve issues with inventory file feed uploads

**Find Product IDs or request exemption (UPC, EAN, JAN, ISBN, etc.)**

Find Product IDs or request to list without a Product ID

### Tell us how we can help

*Describe your issue and we will look for a quick solution.*

[Get help](#)

---

**Seller Forums**


Ask questions or find answers from our community of sellers.

[Launch Seller Forums](#)

**Need more help?**

Get help by selecting your issue.

[Contact Us](#)



**Case Log**

View or review open cases.

[Launch Case Log](#)

進入 “Contact us” 點擊 “Selling on Amazon”

amazon seller central 



www.amazon.com ▼

English ▼

Catalog Inventory Pricing Orders Advertising Stores Reports Performance Appstore B2B

## Contact us

### What service can we help you with?

Selling on Amazon  
Listing and selling on Amazon.com >



Advertising and Stores  
Sponsored Products, Sponsored Brands and Stores >

# 打開問題列表, 開設相應客服案件

Help [Rate this experience](#)

[Case log](#)

[Help](#) > [Get support](#) > [Selling on Amazon](#)

## Get Support

- Customer or Non-FBA Orders ▶
- Products, Listings, or Inventory ▶
- Seller Fulfilled Prime and Same-Day Delivery ▶
- Marketplace Web Service (Amazon MWS) ▶
- Amazon Business (B2B) ▶
- Your account ▶
- Fulfillment by Amazon ▶
- Deals, coupons, and promotions ▶
- Other issues ▶

Browse for your issue. Start by making a selection in the menu.

請選擇您的問題主題

# 例: 點擊“ Issue listing products”

## < Selling on Amazon issue

<a href="#">View case log</a>	
<b>Customers and orders</b> ▼	
<b>Fulfillment by Amazon (FBA)</b> ▼	
<b>Products and inventory</b> ▲	
Product page issue	
<b>Issue listing products</b>	
Product Reviews	
No Listing Error	
<b>Your Account</b> ▼	
<b>Other</b> ▼	

### Top Solutions

- ▼ [How do I use an inventory file upload to perform partial updates for price, quantity, and shipping settings?](#)
- ▼ [How do I use the shipping confirmation template?](#)

---

### What kind of issue are you having?

- Inventory file upload issue
- Trouble adding or viewing a product

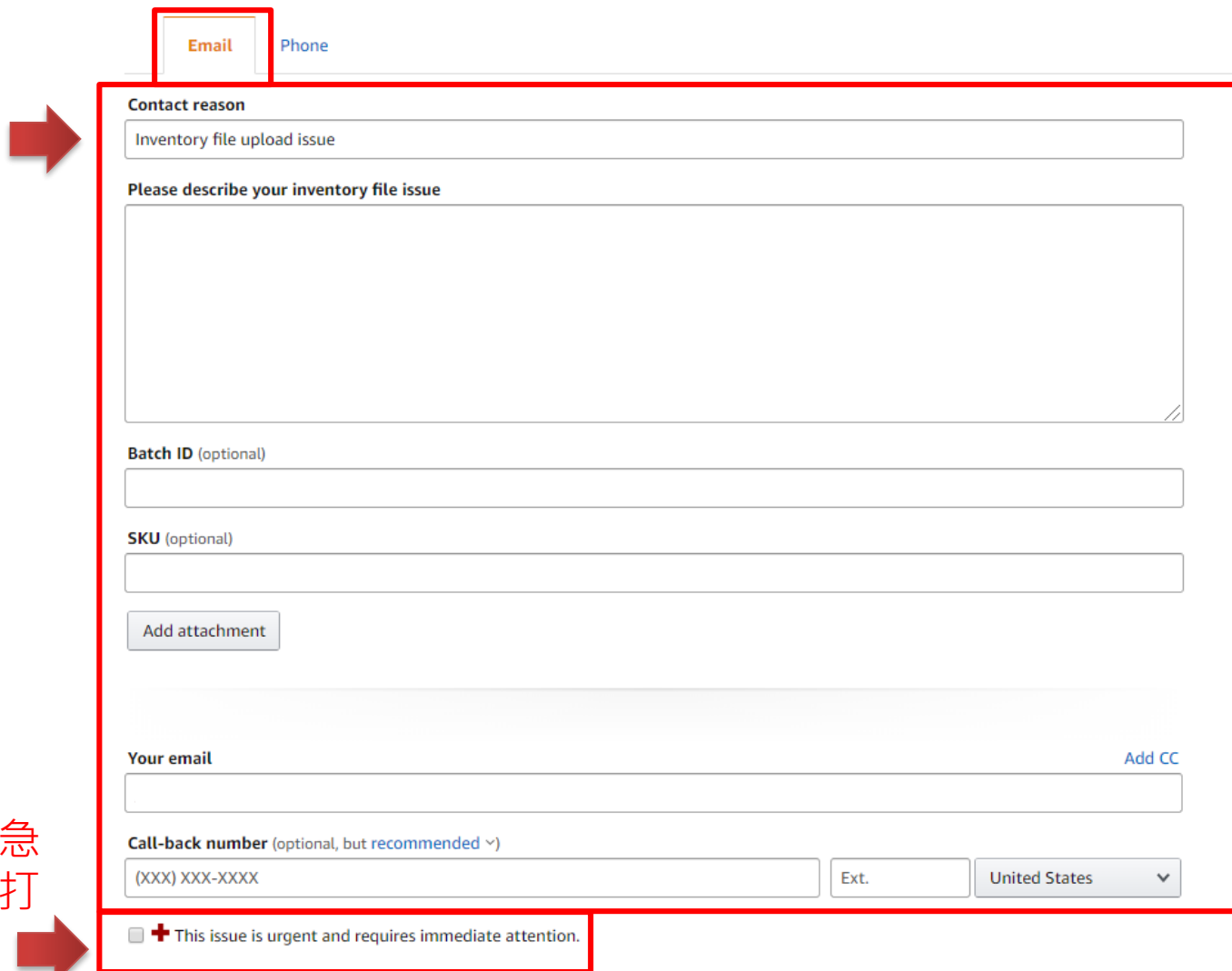
# 點選 “ Inventory file upload issue”

## Contact Us

< [Selling on Amazon issue](#)

<a href="#">View case log</a>		<b>What kind of issue are you having?</b>
Customers and orders ✓		<input checked="" type="radio"/> Inventory file upload issue <input type="radio"/> Trouble adding or viewing a product
Fulfillment by Amazon (FBA) ✓		Please select a language from the drop-down
Products and inventory ^		English ▾
Product page issue		<input type="text"/> <input type="text"/>
<b>Issue listing products</b>		<input type="text"/> <input type="text"/>
Product Reviews		<b>Contact Reason</b>
No Listing Error		<input type="text" value="Inventory file upload issue"/>
<b>Your Account</b> ✓		<b>Please describe your issue. <i>Required</i></b>
<b>Other</b> ✓		<input type="text"/>
<b>Amazon Business Selling</b> ✓		
<b>Marketplace Web Services</b> ✓		
<b>Seller Fulfilled Prime</b> ✓		<b>batch ID (optional)</b>
		<input type="text"/>

# Email: 填入所有資訊並發送電子郵件



The screenshot shows a contact form with the following fields and elements:

- Tab Selection:** 'Email' (highlighted with a red box) and 'Phone'.
- Contact reason:** A text box containing 'Inventory file upload issue'.
- Please describe your inventory file issue:** A large text area for detailed description.
- Batch ID (optional):** A text box.
- SKU (optional):** A text box.
- Add attachment:** A button.
- Your email:** A text box with an 'Add CC' link.
- Call-back number (optional, but recommended):** A text box with a placeholder '(XXX) XXX-XXXX', an 'Ext.' field, and a 'United States' dropdown menu.
- Urgent checkbox:** A checkbox with a red plus sign and the text 'This issue is urgent and requires immediate attention.' (highlighted with a red box).
- Send:** A yellow button at the bottom.

Red arrows point to the 'Email' tab and the 'Urgent' checkbox.

針對緊急  
問題可打  
勾此欄

# Phone: 填入電話號碼直接聯繫客服

Email

Phone



## Talk with an Amazon associate

Country

United States ▼

Your number

Ext.

+ This issue is urgent and requires immediate attention.

Please provide a short description of your issue

Call me now

# 後續問題處理流程—其他

1. 參考上述步驟, 於後台尋找答案
2. 若問題仍無法解決, 則依照適合路徑, 開立客服案件

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with 'amazon seller central' on the left and a search bar on the right. Below this is a secondary navigation bar with categories like 'CATALOG', 'INVENTORY', 'PRICING', 'ORDERS', 'ADVERTISING', 'STOREFRONT', 'REPORTS', and 'PERFORMANCE'. The main heading is 'Contact us'. Below the heading, there's a question 'What can we help you with?'. A red box highlights a list of menu items on the left: 'View case log', 'Customers and orders', 'Fulfillment by Amazon', 'Products and inventory', 'Your account', 'Other issues', and 'Seller Fulfilled Prime and Same-Day Delivery'. A red arrow points from a red text box to the 'Customers and orders' item. The text box contains the Chinese text '可依照您的問題選擇'. To the right of the menu, there's a section for 'Please select a language from the dropdown menu' with a dropdown menu showing 'English'. Below that is a 'Top Solutions' section with several links. At the bottom, there's a section for 'Provide or select a recent Easy Ship/ Self-Ship Order:' with a search box for 'Order ID' and a 'Next' button.

# Phone: 填入電話號碼直接聯繫客服

Email

Phone



## Talk with an Amazon associate

Country

United States ▼

Your number

Ext.

+ This issue is urgent and requires immediate attention.

Please provide a short description of your issue

Call me now

3. 若客服處理後仍有問題, 再發信給自註冊團隊 taiwanssr@amazon.com
4. 信件範本如下, 須提供 **(1)問題概要與所做嘗試 (2)客服案件編號(Case ID) (3)所須協助**, 自註冊團隊方能進行後續處理

您好,

我是 HappyMichelle 公司的老闆, 有亞馬遜物流問題想要詢問,  
我的 ASIN : B123456789 於 FBA123456789 缺少一台, 該票貨件已入倉兩個月,  
我已經上過所有工作坊, 在後台和官網試圖找過答案, 也已開立客服聯繫相關團隊,

客服案件編號(Case ID)為: xxxxxxxx ; 客服回應說要至貨件管理申請差異查詢,  
但此票貨件已入倉兩月仍無法申請差異查詢, 其餘貨件較此票晚入倉皆可申請,  
不知道現在要怎麼處理才好? 再麻煩您撥冗回復了, 非常感謝您的幫忙!

#### Other FRA issue

Case ID XXXXXXXX

Open Case: Action Needed By Amazon

[View Your Case Log](#)

Reply

Amazon

Greetings from Amazon,

We apologize for the delayed response. Your case has been escalated to our senior investigation specialists for review.

Your patience is greatly appreciated as we thoroughly investigate the units received within your shipping boxes.

Jan 22, 2019 02:08 PM

# 參考服務商

若需要其他物流/金流/營運或其他相關服務，  
請點擊參考[服務商名單](#)。

亞馬遜 全球開店  
amazon global selling